



# Operations Manual

<b>Governed By:</b> Marketing/Communications	<b>Effective Date:</b> 01/01/2011
<b>Procedure:</b> #12 - Press Communication	<b>Updated Last:</b> 04/04/2013
<b>Purpose:</b> To avoid negative press and undiplomatic situations	
<b>Refer to Policy #:</b>	

## Summary:

Sometimes, the press may reach out to you, either looking for a statement on an incident or wanting an interview for a story. If this happens, please follow these protocols:

- **All press communication should be cleared by the Marketing and Communications Specialist or President/CEO.** “Press Communication” includes public statements made by staff, press conferences, article submissions, and advertising. If someone from the press reaches out to you looking for a statement, please do not respond at that time.
- Make sure to get their name, their contact information, and which publication or channel they represent.
- Explain to the press contact that you need to speak with the Marketing and Communications department first, but let them know that someone will be in contact with them as soon as possible.
- Contact the Marketing and Communications Specialist as soon as possible. If the press is looking for an immediate statement (perhaps in response to a breaking news story), inform the Director that a response is urgent so that he/she can act quickly. If you cannot reach the Marketing and Communications Specialist, please contact the Director of Planning and Evaluation, or, if also not available, contact the CEO/President.
- Let the Marketing and Communications Specialist know if you are comfortable speaking to the press, or if you would prefer to have the Director speak on your behalf. In general, CEO wants its employees to share their voice, but the organization respects the fact that not everyone may be comfortable in that situation.
- If you would like to personally respond, the Marketing and Communications Specialist will work with you to prepare a statement or gather whatever information you may need to respond. He/she will also be present during the exchange with the press, to coach you through and offer any support you may need.

<b>Program or Site:</b> (program name)	<b>Effective Date:</b> (mm/dd/yyyy)
<b>Procedure:</b> (procedure name)	<b>Updated Last:</b> (mm/dd/yyyy)
<b>Purpose:</b> (what is the purpose of this procedure?)	



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**Summary:**